What is claimed is:

1.   A computer-implemented system comprising a merchant Web site that is operated by a merchant,

said site being configured to sell products of suppliers,

said merchant providing criteria by which said suppliers can compete for an award; and

said merchant awarding a prize to the supplier that most successfully accomplishes said criteria in a given time period.

2.   The system described in claim 1, wherein said site includes registration software, a product database, as Web server, an inventory tracking system, and an e-commerce system.

3.   The system described in claim 2, wherein said criteria are selected from one or more of the following: greatest number of units sold of a particular product, most customers referred from supplier's Web-site; most sales revenue from a particular product, most new mailing list entries, greatest profit from a particular product, greatest increase in number of sales of a particular product, greatest increase in sales revenue from a particular product, greatest number of units sold of all of said supplier's products, most sales revenue from sales of all of said supplier's products, greatest profit from sales of all of said supplier's products, greatest increase in number of sales of all of said supplier's products, and greatest increase in sales revenue from all of said supplier's products.

4.   The system described in claim 3 wherein said suppliers compete for a second place award and a third-place award.

5.   The system described in claim 4, wherein said suppliers are categorized into tiers, whereby an award is provided to the supplier that most successfully accomplishes said criteria in each tier.

6.   The system described in claim 5, wherein said tiers have restrictions for participation.

7.   The system described in claim 6, wherein said restrictions are selected from the following: cumulative sales in number of units of a particular product, sales in number of units

of a particular product within a given time frame, sales in number of units of said supplier's cumulative line of products within a given time frame, cumulative sales in number of units of said supplier's cumulative line of products within a given time frame, cumulative sales in dollars of a particular product, sales in dollars of a particular product within a given time frame, sales in dollars of said supplier's cumulative line of products within a given time frame, or cumulative sales in dollars of said supplier's cumulative line of products within a given time frame.

8.　　A method of selling items by a merchant comprising:
providing a computer-based system that offers products of suppliers for sale to consumers;
providing criteria by which said suppliers can compete for an award; and
providing said award to the supplier that most successfully accomplishes said criteria in a given time period.

9.　　The method described in claim 8, wherein said computer-based system includes a Web-site configured to conduct said sale.

10.　　The method described in claim 8, wherein said computer-based system includes a wireless device for purchasing said products.

11.　　The methods described in claim 9, wherein said criteria are selected from one or more of the following: greatest number of units sold of a particular product, most customers referred from supplier's Web-site; most sales revenue from a particular product, most new mailing list entries, greatest profit from a particular product, greatest increase in number of sales of a particular product, greatest increase in sales revenue from a particular product, greatest number of units sold of all of said supplier's products, most sales revenue from sales of all of said supplier's products, greatest profit from sales of all of said supplier's products, greatest increase in number of sales of all of said supplier's products, and greatest increase in sales revenue from all of said supplier's products.

12.　　The methods described in claim 10, wherein said criteria are selected from one or more of the following: greatest number of units sold of a particular product, most customers referred from supplier's Web-site; most sales revenue from a particular product, most new mailing list entries, greatest profit from a particular product, greatest increase in number of sales of a

particular product, greatest increase in sales revenue from a particular product, greatest number of units sold of all of said supplier's products, most sales revenue from sales of all of said supplier's products, greatest profit from sales of all of said supplier's products, greatest increase in number of sales of all of said supplier's products, and greatest increase in sales revenue from all of said supplier's products.

13.   The method of claim 11, wherein said suppliers compete for a second place award and a third-place award.

14.   The method of claim 11, wherein said suppliers are categorized into tiers, whereby an award is provided to the supplier that most successfully accomplishes said criteria in each tier.

15.   The method of claim 14, wherein said tiers have restrictions for participation.

16.   The method of claim 15, wherein said restrictions are selected from the following: cumulative sales in number of units of a particular product, sales in number of units of a particular product within a given time frame, sales in number of units of said supplier's cumulative line of products within a given time frame, cumulative sales in number of units of said supplier's cumulative line of products within a given time frame, cumulative sales in dollars of a particular product, sales in dollars of a particular product within a given time frame, sales in dollars of said supplier's cumulative line of products within a given time frame, or cumulative sales in dollars of said supplier's cumulative line of products within a given time frame.

17.   A method of selling items by a merchant comprising:

providing a site on the World Wide Web that offers one or more said items for sale from each of a plurality of suppliers, said site providing sales services allowing consumers to electronically purchase said items;

providing a computer program to track said purchases;

said computer program configured to determine which of said suppliers' products have sold in the greatest quantity; and

providing a prize to said supplier whose products have sold in the greatest quantity.

18.   A method of selling items by a merchant comprising:

providing a site on the World Wide Web that offers one or more items for sale from each of a plurality of suppliers, said site providing sales services allowing consumers to electronically purchase said items;

providing a computer program to track said purchases;
said computer program configured to determine which of said suppliers' sales have generated the most revenue; and

providing a prize to said supplier whose product's sales have generated the most revenue.

19.   A method of selling items by a merchant comprising:

providing a merchant site on the World Wide Web that offers one or more said items for sale from each of a plurality of suppliers, said site providing sales services allowing consumers to electronically purchase said items;

associating with middle-men that each provide a referral site on the World Wide Web that contains a hyperlink to said merchant site;

said merchant site providing a computer program to track said purchases;

said computer program configured to determine which of said suppliers' products have sold in the greatest quantity as a result of consumers visiting said merchant site through said hyperlinks; and

providing a prize to said supplier whose products have sold in the greatest quantity as a result of consumers visiting said merchant site through said hyperlinks.